

# AGRIMissouri™

## 2004 AgriMissouri™ Membership Categories

Beginning in 2004, AgriMissouri™ membership will require a nominal annual fee. All fees collected will be used to strengthen the marketing efforts of the program. As detailed below, each membership category has a specific set of benefits that can add value to your business.

AgriMissouri™ Membership Category	Membership Benefits	Membership Fee
<b>Product Member:</b> Businesses that grow, raise or process Missouri agricultural products.	<ul style="list-style-type: none"><li>■ AgriMissouri™ membership certificate</li><li>■ Your company's own feature page on <a href="http://www.agrimissouri.com">www.agrimissouri.com</a>. Great way to promote your company to consumers!</li><li>■ Access to "Members Only" section of AgriMissouri™ website</li><li>■ Ability to access business development information on "Members Only" section. This section will contain sample press releases on releasing new products, events, AgriMissouri™ membership, trade show tips, etc.</li><li>■ Ability to use AgriMissouri™ logo on marketing materials, such as labels or brochures</li><li>■ Semi-monthly electronic newsletters (paper copies provided to those without e-mail)</li><li>■ Opportunity to participate in statewide and national trade shows with AgriMissouri™ support</li><li>■ Opportunity to participate in AgriMissouri™ Markets coordinated by AgriMissouri™ program staff.</li><li>■ Trade leads on international marketing opportunities</li><li>■ Discounts on educational workshops hosted by AgriMissouri™</li><li>■ Ability to order AgriMissouri™ aprons and point of sale materials at cost</li></ul>	\$50
<b>Agritourism/Experience Member:</b> Business or farm that provides an agricultural experience.	<ul style="list-style-type: none"><li>■ AgriMissouri™ membership certificate</li><li>■ Your company's own feature page on <a href="http://www.agrimissouri.com">www.agrimissouri.com</a>. Great way to promote your experience to consumers!</li><li>■ Access to "Members Only" section of AgriMissouri™ website</li><li>■ Ability to access business development information on "Members Only" section. This section will contain sample press releases on releasing new products, events, AgriMissouri™ membership, trade show tips, etc.</li><li>■ Ability to use AgriMissouri™ logo on labels and marketing materials</li><li>■ Semi-monthly electronic newsletters (paper copies provided to those without e-mail)</li><li>■ Opportunity to participate in agritourism promotions coordinated by AgriMissouri™</li><li>■ Discounts on educational workshops hosted by AgriMissouri™</li><li>■ Ability to order AgriMissouri™ aprons and point of sale materials at cost</li></ul>	\$50

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<p><b>Farmers' Market Member:</b> Any organized group of farm product producers, whether incorporated or not, that gathers to sell goods they grow or make.</p>	<ul style="list-style-type: none"> <li>■ AgriMissouri™ membership certificate</li> <li>■ Your own farmers' market feature page on <a href="http://www.agrimissouri.com">www.agrimissouri.com</a>. Great way to promote your farmers' market to consumers!</li> <li>■ Access to "Members Only" section of AgriMissouri™ website</li> <li>■ Farmers' Market Media Kit at no charge</li> <li>■ Ability to use AgriMissouri™ logo on marketing materials</li> <li>■ Use of AgriMissouri™ banners at no charge</li> <li>■ Ability to order AgriMissouri™ aprons and point of sale materials at cost</li> <li>■ Eligible to participate in contests or promotions coordinated by AgriMissouri™</li> </ul>	<p style="text-align: center;">\$30</p> <p>2004 membership fee waived if market is member of the Missouri Farmers' Market Association.</p>
<p><b>AgriMissouri™ Partner:</b> Grocery stores, specialty stores, on-farm stores, gift basket businesses, wholesalers, chefs, caterers, restaurant owners, hotels and institutions that promote the use and sale of AgriMissouri™ products.</p>	<ul style="list-style-type: none"> <li>■ AgriMissouri™ membership certificate</li> <li>■ Listing on <a href="http://www.agrimissouri.com">www.agrimissouri.com</a> as an AgriMissouri™ Partner, includes a link to partner's website.</li> <li>■ Ability to use AgriMissouri™ logo on marketing materials</li> <li>■ Promotion in AgriMissouri™ seasonal press releases</li> <li>■ Samples of seasonal press releases for partner to fill in and submit to their local media outlets promoting their Missouri products.</li> <li>■ Opportunity to participate in AgriMissouri™ promotions coordinated by AgriMissouri™ staff</li> <li>■ Access to Harvest Connection list of local products available weekly</li> <li>■ Eligibility to receive additional "partner" points in contests conducted by AgriMissouri™</li> <li>■ One AgriMissouri vinyl banner (additional available at cost)</li> <li>■ Ability to order AgriMissouri™ point of sale materials at cost</li> </ul>	<p style="text-align: center;">\$30</p> <p>2004 membership fee waived for winners of the AgriMissouri™ Excellence Awards.</p> <p>Product Members that also fit into this category may receive the benefits of this category for an extra \$15.</p>

## Instructions:

After reviewing the membership definitions, please fill out the attached application and return it to the address below with the appropriate payment made out to the AgriMissouri™ Program.

AgriMissouri™  
Missouri Department of Agriculture  
PO Box 630  
Jefferson City, MO 65102

Please contact Sarah Shultz, AgriMissouri™ Member Services Coordinator, at 573-522-9213 or [Sarah.Shultz@mda.mo.gov](mailto:Sarah.Shultz@mda.mo.gov) with any questions regarding the AgriMissouri™ Program.

# AGRIMissouri™

## 2004 AgriMissouri™ Membership Application

The information provided on this application, with the exception of Section 4, will be used in AgriMissouri™ publications and promotions. Please complete all information accurately.

### **Section 1: Contact Information**

Business, Farm or Farmers' Market Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Mailing Address \_\_\_\_\_ County \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Ordering Phone Number \_\_\_\_\_

Fax \_\_\_\_\_ E-mail \_\_\_\_\_

Web site Address \_\_\_\_\_

How do you prefer to receive information? ☐ U.S. Mail ☐ E-mail ☐ Fax

### **Section 2: Membership Qualifications**

AgriMissouri's™ objective is to promote products grown, raised or processed in Missouri. This could include fresh agricultural products or processed products derived from agricultural products.

Select the Membership Category that best describes your business. If your business fits into multiple categories, select all categories but only pay the membership fee of the highest fee category. For example, a Product Member and Experience/Agritourism Member pay a total of \$50 to be considered a member in both categories. To determine your category and membership benefits, refer to the chart on an earlier page. Please check the statements below that are true about your business.

#### ☐ **Product Members**

**\$50**

Businesses that grow, raise or process Missouri agricultural products. *(You must select two or more boxes to be eligible as an AgriMissouri™ Product member.)*

- ☐ The agricultural products we sell are grown or raised in Missouri.
- ☐ We source Missouri agricultural products as ingredients when possible.
- ☐ We use ingredients that are agricultural products or derived from agricultural products.
- ☐ Our product(s) are processed in Missouri.
- ☐ We conduct a majority of our marketing, management and purchasing decisions in Missouri.

#### ☐ **Agritourism/Experience Member**

**\$50**

Business or farm that provides an agricultural experience. *(You must select both to be eligible as an Agritourism/Experience Member.)*

- ☐ We provide an agricultural experience on our farm or in our business for the public.
- ☐ We conduct a majority of our marketing, management and purchasing decisions in Missouri.

#### ☐ **Farmers' Market Member**

**\$30**

Any organized group of farm product producers, whether incorporated or not, that gathers to sell goods they grow or make. *(2004 membership fee waived if market is a member of the Missouri Farmers' Market Association.)*

#### ☐ **AgriMissouri™ Partner**

**\$30**

Grocery stores, specialty stores, on-farm stores, gift basket businesses, wholesaler, chefs, caterers, restaurant owners, hotels and institutions that promote the use and sale of AgriMissouri™ products.

We promote the use and sale of AgriMissouri™ products. *(2004 membership fee waived for winners of the AgriMissouri™ Excellence Awards. Product Members can receive AgriMissouri™ Partner benefits for an additional \$15)*

# AGRIMissouri™

## **Section 3: Products and Marketing** (Please feel free to add additional pages to this section)

What specific product(s) or experience(s) do you market? \_\_\_\_\_

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Under what brand name(s) do you market each of these products? \_\_\_\_\_

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Does your company own the brand name(s)? ☐ yes ☐ no

Which marketing channels do you use to sell your products? (if you use more than one please mark all methods)

- |                                      |  |
|--------------------------------------|--|
| <input type="checkbox"/> retail      | <input type="checkbox"/> restaurant or institutions            |
| <input type="checkbox"/> wholesale   | <input type="checkbox"/> on-site or on-farm retail store       |
| <input type="checkbox"/> mail order  | <input type="checkbox"/> farmers' market                       |
| <input type="checkbox"/> internet    | <input type="checkbox"/> community supported agriculture (CSA) |
| <input type="checkbox"/> distributor | <input type="checkbox"/> export                                |

How do you advertise your company and products? (please check all that apply)

- |  |  |
|--|--|
| <input type="checkbox"/> billboards/signs  | <input type="checkbox"/> press releases            |
| <input type="checkbox"/> company brochures | <input type="checkbox"/> regional newspaper        |
| <input type="checkbox"/> internet          | <input type="checkbox"/> television advertisements |
| <input type="checkbox"/> local newspaper   | <input type="checkbox"/> trade shows               |
| <input type="checkbox"/> magazine          | <input type="checkbox"/> word-of-mouth             |
| <input type="checkbox"/> other _____       | <input type="checkbox"/> direct mail               |

Would you like to receive 200 AgriMissouri™ stickers at no cost? (Sticker size is 1 inch square) ☐ yes ☐ no

Do you currently participate in trade shows? ☐ yes ☐ no If yes, at which trade shows do you exhibit?

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AgriMissouri™ purchases booths at trade shows and offers them to AgriMissouri™ companies so that all AgriMissouri™ companies are co-located.

Would you be interested in participating in this type of promotion? ☐ yes ☐ no

## **Section 4: Product Manufacturing or Processing** (Product Members only need to complete this section.)

The following questions are to insure that all AgriMissouri™ companies are following the regulations set by the US Food and Drug Administration and State and County Departments of Health.

Do you manufacture/process these product(s) yourself? ☐ yes ☐ no

If yes, what type of facility do you use to manufacture your products?

- ☐ commercial kitchen on-site
- ☐ rent space in commercial kitchen
- ☐ other \_\_\_\_\_

# AGRI MISSOURI™

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If no, who manufactures or processes your product and where are they located?

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## **Section 5: Company Sales**

Please mark the approximate gross sales for the past year from the sales of your Missouri processed, grown, and manufactured products, farmers' market or tourism revenues realized from farm experiences, group tours, etc. This figure will be kept confidential and will never be reported with your company name.

- |   |   |
|---|---|
| <input type="checkbox"/> Less than \$2500     | <input type="checkbox"/> \$250,000 to \$499,999 |
| <input type="checkbox"/> \$2500 to \$9999     | <input type="checkbox"/> \$500,000 to \$749,999 |
| <input type="checkbox"/> \$10,000 to \$24,999 | <input type="checkbox"/> \$750,000 to \$999,999 |
| <input type="checkbox"/> \$25,000 to \$49,999 | <input type="checkbox"/> \$1,000,000 or more    |
| <input type="checkbox"/> \$50,000 to \$99,999 |   |

I, the undersigned, state that I have completed this application to the AgriMissouri™ Program honestly and to the best of my ability. I understand that if AgriMissouri™ finds any information in this application false that my membership may be terminated.

Signature \_\_\_\_\_

Print Signature \_\_\_\_\_

Business Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

# AGRI MISSOURI™

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## Agreement for Use of the AgriMissouri™ Logo

As a member I agree that:

The AgriMissouri™ logo can be used only to promote products grown, raised or processed in Missouri or agricultural experiences occurring on a Missouri farm or business.

I certify that, once I become an AgriMissouri™ member, I will read and abide by the AgriMissouri™ logo use standards stated in the AgriMissouri™ Style Guide, found at [www.agrimissouri.com](http://www.agrimissouri.com), and agree I will not deviate from them.

I will hold harmless the State of Missouri, AgriMissouri™ Program and its staff and assigns from and against all product liability claims, actions, damages, costs and expenses including reasonable attorney's fees arising out of, or in connection with applicant's use of the certified mark.

I thereby authorize the State of Missouri, AgriMissouri™ Program and its staff to identify and promote my products in marketing and promotional activities that may be undertaken by the AgriMissouri™ Program or Missouri Department of Agriculture.

I understand that the right to use the certification mark (logo) is personal to members and may not be assigned or transferred to any other entity without prior written consent of the State of Missouri, AgriMissouri™ Program. The terms of this Agreement commence upon receipt of approval and shall continue until terminated upon written notice from the State of Missouri, AgriMissouri™ Program. Termination of this Agreement shall not affect any rights or remedies of the State of Missouri, Department of Agriculture for any breach of the agreement by the applicant.

Signature \_\_\_\_\_

Print Signature \_\_\_\_\_

Business Name \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

Please return to:  
AgriMissouri™  
Missouri Department of Agriculture  
PO Box 630  
Jefferson City, MO 65102  
573-751-2868 (fax)